

January 13, 1955.

Dear Station Manager:

This is vitally important!

Within the next few days we expect a national advertiser to place an order for a large-scale campaign on 75 to 100 college radio stations.

We do not know exactly which stations will be selected for this campaign, but you can be sure that your station WILL NOT BE INCLUDED unless we are able to supply the prospective sponsor with availabilities and program information about your station.

We have asked for this information repeatedly in the past, and, while many stations have cooperated to the utmost, there are too many that have not.

Program schedule blanks are enclosed. These must be filled out according to directions and returned to this office IMMEDIATELY.

Also please fill out and return immediately the form covering pertinent information about your station.

IF YOU ARE INTERESTED IN SECURING THIS NEW ACCOUNT FOR YOUR STATION, IT IS ABSOLUTELY NECESSARY THAT WE HAVE THIS INFORMATION IMMEDIATELY.

IF WE DO NOT GET THIS INFORMATION WE WILL ASSUME THAT YOUR STATION IS UNAVAILABLE FOR NATIONAL ADVERTISERS AND WILL SO ADVISE THIS SPONSOR AND OTHERS THAT MAY INQUIRE.

Very truly yours,
COLLEGE RADIO CORPORATION

Reply sent 1/16/55
jms.

CRC gets commission on what advertisers
we get through them.